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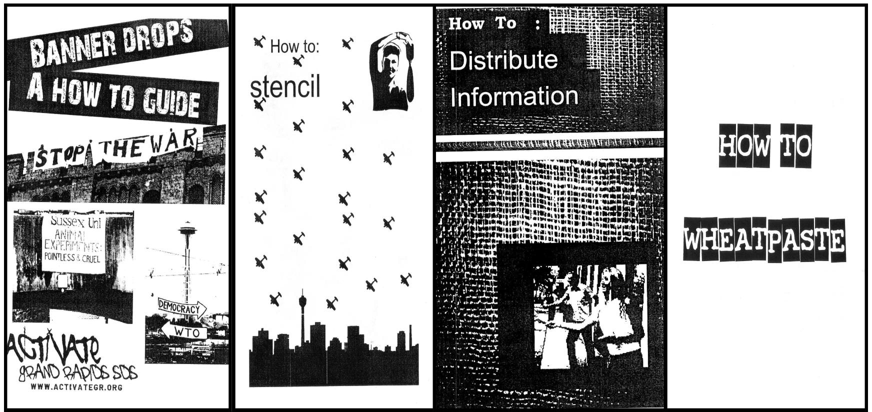
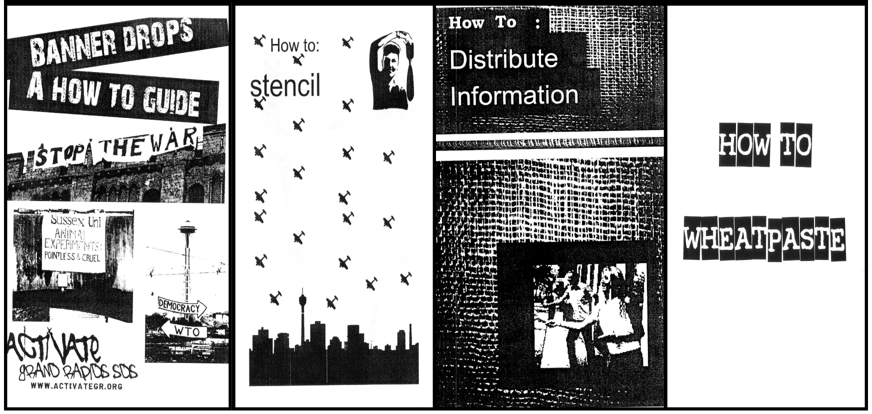


BANNER DROPS, STENCILS, WHEATPASTE, & DISTRIBUTING INFORMATION...


BANNER DROPS
A HOW TO GUIDE
STOP THE WAR
Sussex Uni
ANIMAL EXPERIMENTS:
POINTLESS & CRUEL
DEMOCRACY
WTO
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How to:
stencil
How To :
Distribute
Information
HOW TO
WHEATPASTE

This zine is a compilation of four "how to" guides by ACTIVATE (Grand Rapids SDS). They cover banner drops, stencils, wheatpasting, and distributing information... The original layouts have been lost; the text was obtained from ACTIVATEGR.ORG

BANNER DROPS

WHAT YOU NEED:

- A big open room or outdoor space
- A witty, short statement
- A large piece of fabric (or several smaller ones you sew together, these can often be found in the dumpsters of fabric stores)
- A pencil
- Paint (House paint works) and Brushes
- Rope, Used bike inner tubes, or anything that you can tie to something else
- Something to use as weights (dumpstered bagels work well)
- A visible spot to deploy the banner (preferably with a railing or something to tie the banner to.)

A banner drop is basically creating your own free advertising. By dropping a large piece of cloth painted with words or an image off of a visible public place where there is high amounts of traffic (ex. a highway overpass), many people will be able to read your message clearly.

Before you start you should have a pretty good idea of what you want the banner to say. The message should be short (so you write it in big letters) and to the point so people can understand it. An example of some good slogans might be: US OUT OF IRAQ, RECRUITERS LIE YOU DIE, STOP THE WAR, etc.

documentary screenings, or lectures. There are usually spaces in the front of most free boxes to slide the current issue in so that it faces out when people walk by. Place one copy in this section to advertise the printed material inside.

Another great way to distribute information is to staple or wheatpaste (see section on wheatpasting) your materials to telephone or streetlight polls, dumpsters, electrical boxes, street signs, buildings, etc… If you are posting flyers, make sure they are adhered to both or all sides of the surface so that it is visible from all directions facing cars or people walking by. This works well if it is done consistently and thoroughly through out busy sections in town. If your flyers are up at every street corner, people are going to remember the information on them. If you prefer to distribute in a more personal way, find local restaurants or stores, college campuses, and community centers that have bulletin boards up. Post multiple sheets under each other so people can take them. Many coffee shops have counter space to welcome a stack of quarter sheets. You can also try directly handing out your information to people on the street or at events. Often people that attend lectures or events themed around social justice issues receive printed information well. It works best to stand at the door and hand them to people as if you are giving them a program for the evening's event.

The "art" of distributing material relies on what you are giving away and where you do it. Many people are pleasantly shocked to receive something that isn't just another advertisement trying to sell them something while others may take it and rip it up in front of you. Following this recipe can be a fun and exciting way to get your message across to people that may otherwise not hear it. Transform your town!

DISTRIBUTING INFORMATION

WHAT YOU NEED:

Information in paper form (ex. Flyers, pamphlets, zines, quarter sheets, handouts, independent newspapers, etc…)

DIRECTIONS:

With so much reliance on the internet to either inform us of events going on in town or information we should know about, we've forgotten how to creatively distribute and look for these things in a manner that doesn't require using a computer. In our busy lives, we tend to pass dozens of places in which information can be posted on our way to work and school. We often over look the simplest of things — telephone polls, newspaper boxes, dumpsters, street signs, stores, coffee shops, and the list goes on. Rather than only using Facebook or Myspace (though they can be helpful), try utilizing common places in the area to get your message across. For example, often on street corners in business districts or college campuses there are free newspaper boxes which typically contain used car catalogues or local publications jam-packed with advertisements. Try replacing the contents of these boxes with your own literature or flyers on upcoming events in town such as protests,

STEP ONE: PAINTING THE BANNER

Once you know what you are going to write, lay out your fabric in a space large enough that it isn't bunched up anywhere. You should also put something you don't mind getting paint on under the fabric as when you start painting the paint is likely to leak through for example, old cardboard, newspaper, etc…

Next, plan the layout of the letters by outlining them roughly in pencil. You should leave about 4-6 inches at the top and bottom of the banner blank. Make the letters as big as possible and as close in size as possible. After you lay out the letters in pencil, you should begin painting over where the pencil letters are. As mentioned about, house paint works well. Large brushes also help. You can add logos, circled "A's, etc after you've finished the letters.

STEP TWO: PUTTING ON THE ATTACHMENTS

When you are finished painting you should cut two to three holes in the top of the banner; one on each side and one in the middle. Then you should cut three pieces of rope, or whatever other material you are going to use for tying. These pieces should be fairly long, about 1.5 feet or longer. You should run each piece of rope through each hole and tie a knot at the bottom of the rope so it stays attached to the fabric.

After you do this, do the same with the bottom of the banner–only when you have finished tying the rope to the fabric use the other end to attach your weights to the banner.. These help the banner stay unfurled and stable in the wind.

You're almost ready to deploy the banner at this point. If you have time you should let the paint dry for a few hours, if not over night but if you need the banner immediately don't worry about waiting overnight. The last thing you should do before you deploy the banner is cut several u-shaped cuts in the fabric where there is no lettering. These allow wind to pass through the banner without blowing it all over the place.

STEP THREE: DEPLOYING THE BANNER

The spot you pick to deploy the banner should be somewhere which is highly visible to the public so more people can see your banner. Parking garages that face freeways work well. The place you pick to deploy your banner should also have a railing or something else you can attach the top of the banner to.

Banners are likely to be quickly removed. With this in mind you should probably go out in the early morning, 4 or 5 am, to deploy the banner so that people on their way to work can see it before it is taken down .

When you get to the place you are going to deploy it you should tie the three pieces of rope you have at the top of your banner to the railing and then drop the banner over the side of where ever you decided to place it. Make sure that the banner is unfurled all the way and is right side up before leaving.. After dropping the banner you're finished.

STENCILS

Through political messages and art, stenciling is simple and fun way to redecorate your town. You can either select a target for which your image will be stenciled on and create the stencil to work within the theme of the target. One way to do this is to make a stencil that reads “WAR” or “EATING ANIMALS” and then paint it beneath the word “STOP” on a stop sign. Or you can simply duplicate or create your own image or political message and put them on everything from dumpsters to streetlight poles to electrical boxes and even buildings. Here’s how:

WHAT YOU NEED:

- An exacto-knife or razor blade
- Paper
- Duct tape
- Scrap cardboard or plastic (thin)
- Spray paint
- A target

DIRECTIONS:

1. Select an image or phrase.

2. Design the exact image or phrase on a computer or freehanded on a piece of paper.

3. Once design is complete, adhere paper with image to a piece of thin cardboard or plastic with duct tape or any adhesive (i.e. a cereal box, card stock, old transparencies.)

4. Then, very carefully, cut attached image out using an exacto-knife or razor blade. It’s best to have something, like more cardboard or a piece of scrap wood, underneath so you don’t cut the surface you are tracing on or yourself!

5. When this step is complete, you are ready to paint. Select your target and lay or hold the stencil directly to its surface. When doing a stop sign or a wall, sometimes it helps to use a spray adhesive on the back of your stencil and then apply to the surface. This helps prevent the stencil from sliding while you paint, but is definitely not necessary to use.

6. Hold spray paint can directly over the cut out image and spray quickly but cover the entire image.

7. Gently peel away the stencil, admire your work, and paint another one with the same stencil.

WHEATPASTE

WHAT YOU NEED:

• 1 Cup of flour	2 cups of water
• Stove or hotplate	A pot or pan
• A large paintbrush	A bucket or container
• Flyers that you want to put up	Friends (optional)

DIRECTIONS:

Mix the 1 cup of flour with 2 cups of water together in a pan and stir until there are no lumps. Heat the mixture by boiling it until it thickens. Cook for about half an hour, and then let it cool.

Put the wheatpaste solution into a container, grab a paintbrush, some flyers, and some friends (it’ll go faster if you have more people to cover different areas), and head out to cover the city in wheatpaste. Keep in mind that wheatpasting is not “legal” and therefore, it is best to go late at night and avoid being seen by cops.

When you locate a visible, non-porous surface like metal or glass, use the paintbrush to apply the wheatpaste to either the back of the flyer or the surface itself and smooth the flyer down so there are little or no air bubbles. Put some more wheatpaste on the edges of the flyer to secure it to the surface.